

# Lea County, New Mexico



## New Mexico Familiarization Tour

Wednesday, May 1-3, 2024 | Hotel Encanto | Las Cruces, NM

**Melinda Allen**

**New Mexico Partnership**

*President & CEO*

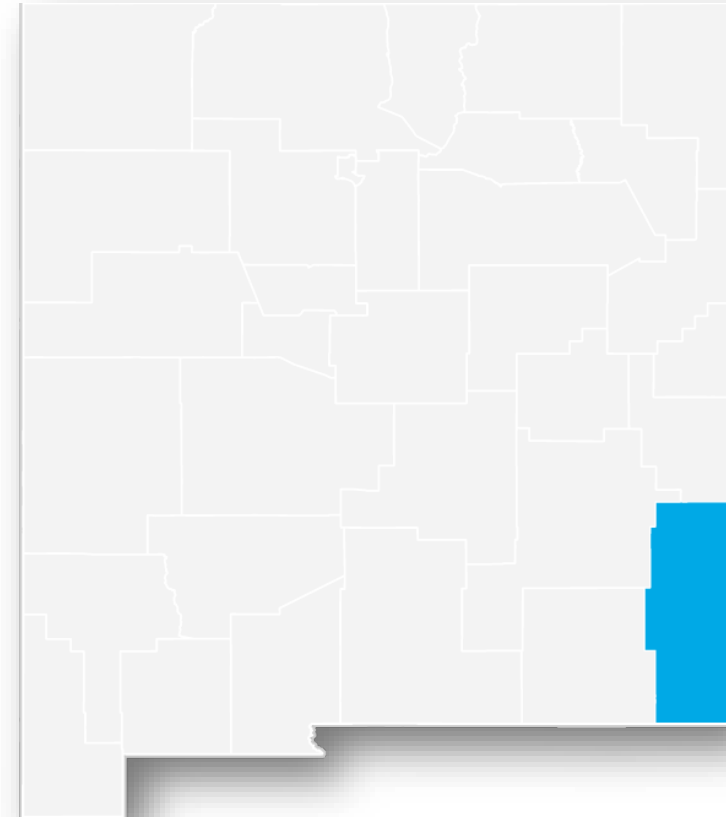
*On behalf of EDC of Lea County*

# Overview

*Lea County Here at-a-glance*



- **Lea County Population – 74,455**
  - Median Household Income – \$58,150
- **Utilities**
  - Electric: Xcel Energy and Lea County Electric Co-op
  - Gas: Zia Natural Gas and New Mexico Gas Company
  - Water: Municipalities
  - Fiber: Access to high-speed fiber internet in many of its communities, up to 1,000 Mbps (1Gb)
- **Transportation Infrastructure**
  - Highway(s): Lea County is centrally located between Texas and Mexico with numerous county and state roads. Interstate access is within 90 miles and includes interstate highways 10, 20 and 27
  - Rail: TXN operates from a connection with Union Pacific at Monahans, TX to Lovington, NM
  - Airport(s): Lea County Regional Airport (HOB) provides daily commercial air service to Houston (IAH) and Denver (DEN)



**Hobbs**  
54,460  
**Lovington**  
15,903  
**Eunice**  
3,329  
**Jal**  
2,333  
**Tatum**  
1,154

# Top Industries

*Major Employers and Assets*



## Top 5 Industries by Average Employment

Q4 2023

- Mining, Quarrying, and Oil & Gas Extraction – 7,545
- Construction – 3,466
- Retail Trade – 3,244
- Accommodation & Food Services – 3,200
- Health Care & Social Assistance – 2,726



595 Employees



365 Employees



337 Employees



400 Employees



355 Employees



280 Employees



# Workforce

About our workforce



March 2024

- Unemployment Rate – 2.8%
- Total Labor Force – 30,309

Major labor pulls come from NM border state, Texas. Major population centers are Lubbock and Midland with populations of over 330,000.

Hobbs, New Mexico is home to CTECH, a Career and Technical Education Center at Hobbs Municipal Schools. The \$50 million facility provides courses that prepare area students for technical careers after completing high school. CTECH strengthens Lea County's future of workforce.

Hobbs is also home to the NMJC Workforce Development center. Workforce Development offers customizable courses tailored to specific industries to strengthen the workforce in existing businesses

NAICS	Industry	CURRENT			5-YEAR HISTORY		1-YEAR FORECAST					
		Empl	Avg Ann Wages	LQ	Empl Change	Trend	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
21	Mining, Quarrying, and Oil and Gas Extraction	7,545	\$96,150	60.84	151		0.4%	656	267	434	-45	-0.6%
23	Construction	3,466	\$64,671	1.70	-328		-1.8%	281	121	178	-17	-0.5%
44	Retail Trade	3,365	\$37,581	1.00	31		0.2%	427	204	256	-33	-1.0%
72	Accommodation and Food Services	3,200	\$24,517	1.09	8		0.1%	547	254	310	-17	-0.5%
62	Health Care and Social Assistance	2,726	\$48,586	0.55	94		0.7%	275	128	138	9	0.3%
61	Educational Services	2,646	\$56,466	0.97	303		2.5%	219	122	126	-28	-1.1%
48	Transportation and Warehousing	2,121	\$90,520	1.26	5		0.1%	222	101	130	-9	-0.4%
56	Administrative and Support and Waste Management and Remediation Services	1,685	\$46,917	0.79	309		4.1%	187	83	110	-6	-0.4%
81	Other Services (except Public Administration)	1,146	\$41,035	0.80	-176		-2.8%	126	57	74	-5	-0.4%
92	Public Administration	903	\$75,932	0.58	5		0.1%	77	37	46	-5	-0.6%

# Success Stories

*FlexSteel USA, LLC*



In April 2021, FlexSteel USA, a provider of cut-to-length flexible oilfield pipe, opened a small satellite location in Hobbs, NM with two employees. The operation steadily grew to approximately 60 employees by the end of 2022.

In 2023, FlexSteel located all Midland operations to Hobbs, resulting in an FTE of approximately 100 employees.

FlexSteel has also explored the possibility of expanding its current footprint to include a manufacturing operation, which would produce its largest diameter pipe to Hobbs to be distributed nationally and internationally.

## EDC's Involvement

- Assisted in identifying suitable land options
- Identified opportunities of serving in the Permian Basin
- Provided information for employees locating to Lea County (cost of living, quality of life, opportunities)
- Assessed the businesses compatibility with the economic environment
- Provided data on demographics, market trends and industry clusters

**Jobs Created:**  
Approximately 100+  
**Industry:**  
Oil & Gas





# Opportunities

*Discover your next expansion opportunity*

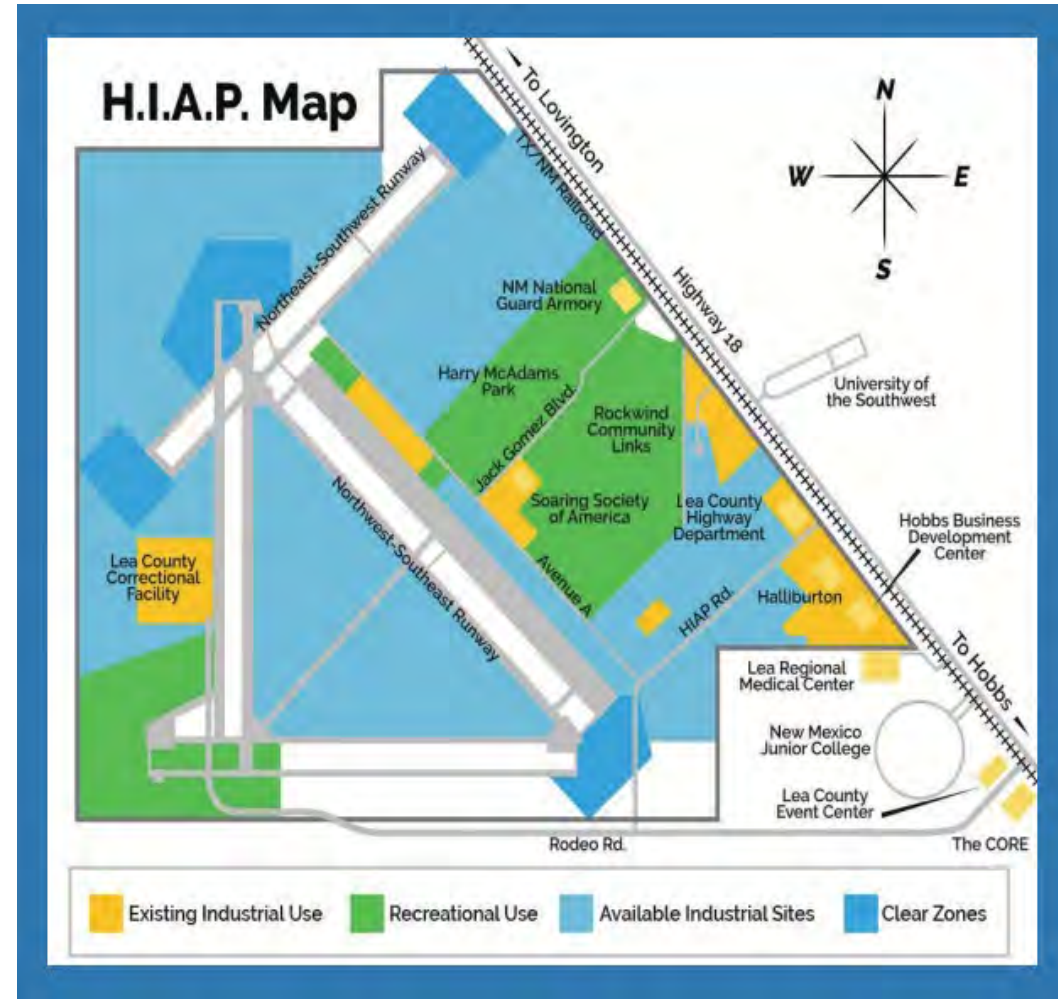
Lea County stands out for its abundance of available land, providing opportunities for businesses to locate or expand in Lea County. The region's strategic location, favorable business climate, and abundant natural resources have attracted a steady influx of businesses.

## EnergyPlex Park

9,600 acre industrial park located North of Hobbs close to amenities such as hospitals, Zia Park Casino, 30+ hotels, two higher education facilities, and rail transportation

## Hobbs Industrial Airpark (HIAP)

Located on NM highway 18, adjacent to the EnergyPlex Park, with a total of 3,000 acres with 1,000 acres for development. There is no zoning and HIAP is shovel ready for light industrial developments. There are incentives available for development at HIAP from The City of Hobbs.



# Questions? Let's talk!



**Melinda Allen**  
**New Mexico Partnership**  
President & CEO  
[mallen@nmpartnership.com](mailto:mallen@nmpartnership.com)

**Connect with us**  
**EDC of Lea County**  
Jennifer Grassham, President & CEO  
[EDCLC.org](http://EDCLC.org)  
575-397-2039 | [Jennifer@edclc.org](mailto:Jennifer@edclc.org)